## We claim:

A method of processing a coupon of a first party, the first party having a first system, the method comprising:

offering, by a second system of a second party, an item online for sale at a sales price amount;

associating the coupon of the first party with the item, the coupon having a coupon amount; receiving, by the second system, an online purchase request from a buyer for the item being offered online;

responding, by the second system, to the online purchase request by collecting from the buyer a purchase amount corresponding to the sales price amount less the coupon amount for the item; and

electronically communicating, by the second system to the first system, an indication regarding the collection from the buyer of the purchase amount.

- 2. The method of claim 1 further comprising responding, by the first system, to the indication by facilitating payment of a reimbursement amount corresponding to the coupon amount to the first party.
- 3. The method of claim 2 wherein the facilitating comprises initiating an electronic payment of the reimbursement amount.
- The method of claim 1 wherein the purchase amount comprises a service charge amount.
- 5. The method of claim 1 further comprising electronically charging the first party at least the coupon amount.
- 6. The method of claim 1 further comprising charging an account of the buyer an amount corresponding to the sales price amount less the coupon amount and crediting the account for an amount corresponding to the coupon amount.





- 7. The method of claim 6 further comprising electronically paying, by the second party, the coupon amount to the first party.
  - 8. The method of claim 7 wherein the paying is performed directly.
- 9. The method of claim 1 further comprising establishing an account for the first party for paying an amount corresponding to the coupon amount.
- 10. The method of claim 1 further comprising delivering, by the first system, the coupon to a browser of the buyer.
- 11. The method of claim 1 further comprising delivering, by the second system, the coupon to the buyer.
- The method of claim 11 wherein the coupon comprises one of a plurality of coupons delivered.
  - 13. The method of claim 11 wherein the delivering is performed via email.
  - 14. A method of processing a promotion, the method comprising:
    offering, by a sales system of a first party, an item online for sale at a sales price amount;
    associating a promotion with the item, the promotion having a promotion amount;
    receiving an online purchase request from a buyer for the item;

responding, by the sales system, to the online purchase request by collecting from the buyer a purchase amount corresponding to the sales price amount less the promotion amount; and

facilitating payment, by a promotion system, of a reimbursement amount corresponding to the promotion amount to the first party.

- 15. The method of claim 14 wherein the promotion comprises a rebate.
- 16. The method of claim 14 wherein the promotion comprises a coupon.

- 17. The method of claim 14 wherein the purchase amount comprises the sales price amount less the promotion amount.
- 18. The method of claim 17 wherein the purchase amount further comprises a service charge amount.
- 19. The method of claim 14 further comprising responding, by the sales system, to the online purchase request by communicating an indication regarding the collection of the purchase amount to the promotion system.
  - 20. The method of claim 19 wherein the promotion comprises a coupon.

Parte